

Social Platform LLC Positioned in the Magic Quadrant Report for Team Collaboration and Social Software, 2007

Evaluation based on ability to execute and completeness of vision

LOS ANGELES, Calif. – Dec. 4 (SEND2PRESS NEWSWIRE) – Social Platform LLC, a leading provider of white label social networking software, today announced it has been positioned by Gartner, Inc. in the niche players quadrant in the “Team Collaboration and Social Software, 2007 Magic Quadrant” (*Note 1) report.



Send2Press Newswire

“We consider our positioning in the leader quadrant by Gartner further confirmation of our mission at Social Platform to apply an interoperable development philosophy for social applications to our software,” said Eric Schlissel, CEO of Social Platform LLC. “We continue to evolve and innovate giving our customers a scalable, extensible platform for social media endeavors as we execute on our product roadmap.”

About Social Platform

Social Platform creates and integrates software to transform web experiences into social applications. Tying together all the necessary technologies through an extensible hosted infrastructure, Social Platform enables clients to create organic online communities and applications with ease of implementation.

The Social Platform Enterprise suite helps build brands for companies and the things they are passionate about.

For more information, visit socialplatform.com.

About the Magic Quadrant

The Magic Quadrant is copyrighted October 24, 2007 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant.

The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**NOTES:*

1 Gartner Research "Magic Quadrants for "Team Collaboration and Social Software" by Nickos Drakos, October 24, 2007

News issued by: ONEsite, Inc.



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